

## ORDER



WOOD

**Orders**  
**Order / Rev:** 199511  
**Alt Order #:** 06843458  
**Product Desc:** DET INT'L BRIDGE  
**Estimate:** 820826  
**Flight Dates:** 08/20/12 - 08/26/12  
**Original Date / Rev:** 08/17/12 / 08/17/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Detroit International Bridge  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P5  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN10086/SP6681/TO1332/MO1041

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	22	\$9,825.00	\$8,351.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$9,825.00	\$8,351.25	0.00
<b>Totals</b>	<b>22</b>	<b>\$9,825.00</b>	<b>\$8,351.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WOOD	23%	\$9,825.00
Market	100%	\$42,717.39

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$427.17
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	33%	\$14,096.74
WXMI	13%	\$5,553.26
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$12,815.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	08/20/12	08/24/12	Noon News	CM	12-1p	MTWTF--	:15/:15	5	\$450.00	P2	0.00	BK	5	\$2,250.00
News 8 @ Noon NOON NEWS BOOKEND :15															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--			5		\$450.00			0.00			
E 2	WOOD	08/20/12	08/24/12		CM	3-4p	MTWTF--	:15/:15	5	\$100.00	P5	0.00	BK	5	\$500.00

